ALL SMOKERS INHALE—

BUT YOUR THROAT NEEDN'T KNOW IT!

The thing to think about is—*what cigarette* you smoke . . . and inhale.

Look at the *difference* below. It was found and reported by eminent doctors who compared the leading favorite cigarettes:

SMOKE OF THE FOUR OTHER LEADING POPULAR BRANDS AVERAGED *MORE THAN THREE TIMES AS IRRITATING*—AND THEIR IRRITATION *LASTED MORE THAN FIVE TIMES AS LONG*—AS THE STRIKINGLY CONTRASTED PHILIP MORRIS!

No finer tobaccos grow than those in PHILIP MORRIS. *But—in addition*—PHILIP MORRIS give you this exclusive, *proved protection!* No worry about throat irritation—even when you inhale.

REAL PROTECTION ADDED TO FINER PLEASURE!

CALL FOR PHILIP MORRIS

America's Finest Cigarette

1003071205

INHALING needn't worry *YOUR* throat!

THERE'S a lot of *difference* in cigarettes!

And here's how the five most popular brands stack up—as *compared by eminent doctors:**

The *other* four brands averaged *more than three times* as *irritant* as PHILIP MORRIS

And this irritation—from the other four—*lasted more than five times as long!*

Sure, you inhale. *All smokers do.* So—*be sure* about *your* cigarette!

REAL PROTECTION ADDED TO FINER PLEASURE!

CALL FOR PHILIP MORRIS

AMERICA'S *Finest* CIGARETTE

(*Reported in authoritative medical records)

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Source: https://www.industrydocuments.ucsf.edu/docs/gtkk0000